



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Operations Committee

DATE: February 12, 2010

FR: Executive Director

W.I. 310-2700, 310-2722,
105-1221

RE: TransLink[®] Program Contract Actions:

- (i) Cooperative Agreement: Golden Gate Bridge, Highway and Transportation District (GGBHTD)
- (ii) Contract Change Order: Cubic Transportation Systems, Inc. (Cubic)
- (iii) Contract Amendment: Booz Allen Hamilton, Inc.
- (iv) Contract Amendment: Swirl Integrated Marketing

Program Update

For the week ending January 15, 2010, the average weekday TransLink[®] transaction volume was 47,029 transactions per day. In December customers added \$2.5 million to TransLink[®] cards; 34% of the value loaded was via the Autoload feature. For December 2009, AC Transit had the highest number of average weekday TransLink[®] transactions, followed by Golden Gate Transit bus and ferry, SFMTA, BART and Caltrain.

The Contractor (Cubic) completed installation of TransLink[®] card readers on SamTrans buses on December 15th. The Contractor began installing equipment on VTA vehicles February 1st and anticipates a May completion date. Progress is continuing on other major initiatives, including the replacement of SFMTA's Muni Metro faregates and vending machines.

Staff recommends that the Operations Committee authorize the Executive Director or his designee to execute the following contract actions:

(i) Cooperative Agreement: GGBHTD (\$2,900,000)

The GGBHTD proposes to replace its paper ticketing with smart cards, and to automate passenger counting at all ferry terminals using TransLink[®]-compatible equipment. To expedite completion of the project and to leverage the region's investment in TransLink[®], GGBHTD would like to procure TransLink[®] fare collection equipment via a TransLink[®] Contract change order administered by MTC. The proposed contract change order is described in the next item. GGBHTD would fund all work related to this project, but MTC would manage delivery of equipment and systems through the TransLink[®] Contract and other support contracts. MTC would receive up to \$2.9 million under this agreement.

(ii) Contract Change Order: Cubic (\$2.9 million)

As described above, GGBHTD plans to procure TransLink[®] equipment, limited-use smart cards, and associated software to support Golden Gate Ferry operations at three terminals. The project scope includes design, manufacture, installation, testing, training, and support for the supplied hardware and software. The equipment will be the same design as those being procured for SFMTA's faregate upgrade project, which will result in cost savings. Funding for this change order will be provided to MTC under the cooperative agreement. At its December meeting, the TransLink[®] Management Group (TMG) delegated approval of this change order to the TMG Chair and Vice-Chair. MTC staff will secure their approval prior to execution of the change order.

(iii) Contract Amendment: Booz Allen Hamilton (\$1.2 million)

In December 2008, the Operations Committee approved a multi-year contract with Booz Allen Hamilton to provide technical oversight of the TransLink[®] Contractor and coordination with the transit operators and other consultants. The Committee approved \$875,000 for the first 12 months of the contract, which ends on February 28, 2010. The proposed work scope includes review of design submittals, testing and inspection services, operations support and general project oversight. Costs for the next 16 months of service under this Contract are proposed at \$1,155,000, with the scope of services showing a shift in focus to operational support, e.g., reviews of key performance indicators, process improvement assessments, maintenance reviews, and system enhancements. GGBHTD will fund about \$18,000 of the contract amendment under the cooperative agreement described above. MTC will recommend approval of this amendment to the TMG on February 22, 2010.

(iv) Contract Amendment: Swirl (\$1.4 million)

In May 2009, the Committee approved an amendment to MTC's contract with Swirl, which provides marketing, web and communications services for MTC, including \$665,000 for the TransLink[®] program. In November 2009, the Committee approved a \$300,000 amendment for work related to Swirl's support for the transition of existing transit tickets and passes to smart card-only availability.

Under the proposed amendment, \$475,000 will be for Swirl to develop new customer materials, update the design of the program website, redesign the logos on the equipment and provide other services to support the rebranding of the program as Clipper. The remainder of the funding under the proposed amendment, \$900,000, will be for launching a marketing campaign in June 2010 timed to coincide with transit agencies' phasing-out of paper tickets and passes. Staff will have more details about the launch plan at the April Operations Committee meeting. MTC will recommend approval of this amendment to the TMG on February 22, 2010.

Steve Heminger

SH:BG

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REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Cooperative Agreement

Work Item No.: 310-2722

Agency: Golden Gate Bridge Highway and Transportation District (GGBHTD)

Project Title: Cooperative Agreement for Procurement of TransLink[®] Ticket Vending Machines and Other Related Hardware, Software and Services

Purpose of Project: GGBHTD to provide funding for procurement of TransLink[®]-compatible Golden Gate Ferry fare collection equipment

Brief Scope of Work: Negotiate terms of change order and provide project administration.

Project Cost Not to Exceed: **\$2.9 million**

Funding Source: RM2 and GGBHTD bridge toll funds

Fiscal Impact: None on MTC: fully funded by GGBHTD

Motion by Committee: That the Executive Director or his designee is authorized to enter into Cooperative Agreement with GGBHTD as described herein.

Operations Committee:

Amy Rein Worth, Chair

Approved: Date: February 12, 2010

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Change Order

Work Item No.:	310-2722
Contractor:	Cubic Transportation Systems San Diego, CA
Project Title:	Golden Gate Ferry Ticket Vending Machines (TVMs)
Purpose of Project:	Procurement of fare collection equipment on behalf of Golden Gate Bridge Highway and Transportation District
Brief Scope of Work:	Provide TransLink [®] TVMs, limited use smart cards and passenger count displays.
Project Cost Not to Exceed:	\$2.4 million (current capital contract = \$100,773,498)
Funding Source:	GGBHTD Cooperative Agreement (RM-2 and GGBHTD bridge toll funds)
Fiscal Impact:	None: fully funded by GGBHTD
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract change order to procure fare collection equipment on behalf of GGBHTD and the Chief Financial Officer is authorized to set aside funds for such contract change order.
Operations Committee:	<hr/> Amy Rein Worth, Chair
Approved:	Date: February 12, 2010

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

Work Item No.:	310-2700, 310-2722
Consultant:	Booz Allen Hamilton San Francisco, CA
Work Project Title:	TransLink® Technical Advisor
Purpose of Project:	Provide technical oversight of the TransLink® Contractor and coordination with the transit operators and other consultants.
Brief Scope of Work:	Consultant shall provide ongoing support of TransLink® Contract administration, project oversight, project coordination, business assistance and operations support and deployment oversight.
Project Cost Not to Exceed:	\$1.2 million (current contract = \$875,000)
Funding Sources:	CMAQ, STP Exchange, and GGBHTD Cooperative Agreement (RM-2 and GGBHTD bridge toll funds)
Fiscal Impact:	Funding to come from previously programmed regional funds for the TransLink® program.
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with Booz Allen Hamilton for the services described above and the Chief Financial Officer is authorized to set aside funds up to \$1,155,000 for such contract amendment.
Operations Committee:	<hr/> Amy Rein Worth, Chair
Approved:	Date: February 12, 2010

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

Work Item No.: 310-2700, 105-1221

Consultant: Swirl
San Francisco, CA

Work Project Title: Marketing, Web and Communication Services

Purpose of Project: Provide regional and transit agency-specific marketing support for the roll-out of Clipper

Brief Scope of Work: Develop and implement marketing initiatives for the transition from TransLink® to Clipper and the regional launch of Clipper

Project Cost Not to Exceed: **\$1,375,000**

Funding Sources: RM-2, CMAQ, STA, and STP Exchange

Fiscal Impact: Funding to come from previously programmed regional funds for the TransLink® program.

Motion by Committee: That the Executive Director or his designee is authorized to amend a contract with Booz Allen Hamilton for the services described above and the Chief Financial Officer is authorized to set aside funds up to **\$1,375,000** for such Contract Amendment.

Operations Committee: _____
Amy Rein Worth, Chair

Approved: Date: February 12, 2010